

CASE STUDY: ArcAirTech | Social Housing Strategy Forum



Overview

ArcAirTech

ArcAirTech's portable ARC and Fixed ARC systems eliminate up to 99.9% of mould spores and other contaminants both in the air and on surfaces.

In partnership with their customers and communities, they combine innovation and technology to help eliminate one of the industry's most persistent problems - mould. The Fixed ARC provides tenant reassurance whilst reducing the need for repeat maintenance visits, saving time and money. The Portable ARC can reduce decant expenses by allowing tenants to safely live in their homes whilst the property is surveyed and repairs are carried out.

Strategy Networks

Strategy Networks' forums bring together the finest thought leaders from across different industries to share ideas and help improve key aspects of their organisations. They are a little less formal than traditional conferences, bite-sized presentations and workshops enable leaders to benchmark and share best practice, whilst pre-booked meetings with topical vendors open the door to ongoing business relationships.

Engagement with London Borough of Lambeth

ArcAirTech first engaged with the London Borough of Lambeth through a remote one-to-one meeting ahead of the Social Housing Strategy Forum, gaining a clear understanding of the borough's challenges around damp, mould, and disrepair.

After presenting their mould mitigation solutions to the full audience at the Strategy Forum, the team reconnected with Lambeth via a follow-up one-to-one arranged through the Forum Link App. Building on their initial discussion, this conversation was focused and solution-led, enabling agreement on practical next steps.

Lambeth initially trialled a small number of portable units to provide rapid-response support, helping residents remain safely in their homes during remedial works. As confidence grew, the council placed further orders and expanded use to fixed units in properties with recurring issues.

ArcAirTech then worked closely with Lambeth's surveying, maintenance, and decant teams, delivering training and supporting a wider rollout across the borough.

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Engagement with Bromford Flagship

ArcAirTech's relationship with Bromford Flagship began with a pre-scheduled one-to-one meeting centred on compliance, resident safety, and integration with existing maintenance processes. Ahead of the forum, the ArcAirTech team reviewed detailed delegate profiles, enabling them to identify and connect with the most relevant decision-makers.

Following the forum, Bromford Flagship initiated a trial of ArcAirTech's technology, which was subsequently adopted. Ongoing collaboration has supported active deployment as part of the organisation's broader damp and mould strategy.



Engagement with Platform Housing Group and Cannock Chase Council

Following earlier engagement at a previous Social Housing Strategy Forum, Platform Housing Group embedded ArcAirTech's solutions into its internal damp and mould policies. Meanwhile, Cannock Chase Council took a phased approach, beginning with a trial before progressing to wider deployment.

At the latest forum, ArcAirTech experienced a rise in meeting requests through the Forum Link app, generated directly from recommendations shared by these representatives from Platform and Cannock Chase during the Speed Networking session.

Benefits to ArcAirTech

The Social Housing Strategy Forum has given ArcAirTech direct access to senior housing decision makers in a structured, focused environment.

Through one-to-one meetings, speaking slots, and repeat attendance, ArcAirTech has accelerated conversations, secured trials and follow-on orders, and benefited from client advocacy within the room. This has resulted in repeat business, a strong pipeline, and increased credibility across the social housing sector.

"The forum gives you proper time with the right people. You're having real conversations, not chasing contacts. Trust builds quickly, and that's what turns introductions into long-term partnerships and real work."

Director, ArcAirTech

KEY BENEFITS OF THE FORUM

ArcAirTech attended the Social Housing Strategy Forum with clear insight into which senior housing decision-makers would be present, the challenges they were facing, and the types of solutions they were seeking.

The team engaged in open, candid conversations with delegates, who shared genuine constraints, operational blockers, and internal dynamics that rarely surface in other settings.

By presenting to the full audience, ArcAirTech further educated attendees and generated strong interest in its innovative response to one of the sector's most pressing challenges.

Importantly, conversations didn't end at the forum. Follow-ups were anticipated and welcomed—helping to shorten sales cycles and remove the need for cold re-engagement.